Applicant : Adam J. Weissman et al.   Attorney's Docket No.: 16113-1130001
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Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-15 (Cancelled)

16. (Currently Amended) A method, comprising:

  organizing advertisements according to their meaning into a lexicon, the lexicon defining elements of a semantic space represented by a network of interconnected meanings;

  receiving a concept;

  determining one or more concepts close in meaning to the received concept;

  identifying one or more advertisements in the semantic space related to the received concept and the one or more concepts close in meaning to the received concept based on meanings of the ~~received concept and the one or more concepts~~advertisements; and

  transmitting for display the one or more advertisements based on an order, the order corresponding to a relationship between monetary values determined for each of the one or more advertisements identified as related to the received concept and the one or more concepts close in meaning to the received concept.

17. (Previously Presented) The method of claim 16, wherein the order is additionally based on a predicted relevance of the one or more advertisements to the received concept.

18. (Previously Presented) The method of claim 16, wherein the order is additionally based on a descending predicted relevance of the one or more advertisements to the received concept.

19. (Previously Presented) The method of claim 16, wherein the monetary values are prices associated with viewings of the one or more advertisements.

20. (Currently Amended) The method of claim 16, wherein the order is additionally based on a semantic distance from the one or more advertisements to a meaning in the semantic space associated with a ~~the~~ received concept ~~in the semantic space~~.

21. (Previously Presented) The method of claim 16, wherein the order is additionally based on a degree of closeness in meaning of the one or more advertisements to the received concept.

22. (Previously Presented) The method of claim 16, wherein the order is additionally based on a degree of closeness in context of the one or more advertisements to the received concept.

23 – 56. (Cancelled)

57. (Currently Amended) A method comprising:

    organizing advertisements according to their meaning into a lexicon, the lexicon defining elements of a semantic space and represented by a network of interconnected meanings;

    receiving an input term;

    identifying a first point in the semantic space associated with the input term based on an interpretation of potential meanings of the input term;

    determining a first semantic sub-space that includes all of the elements of the semantic space within a predetermined radius of the first point;

    identifying, in the first semantic sub-space, an advertisement proximate in semantic distance to the ~~search~~ input term, wherein the semantic distance identifies how closely related the advertisement is to the ~~search~~ input term; and

    providing the advertisement in response to the ~~search~~ input term.

58. (Currently Amended) The method of claim 57, further comprising:

    receiving an indication of a particular meaning;

    identifying a second point in the semantic space associated with a particular meaning;

    determining a second semantic sub-space that includes all of the elements of the semantic space within the predetermined radius of the second point;

identifying one or more advertisements in the second semantic sub-space; and

providing the one or more advertisements in response to the ~~search~~ input term.

59. (Cancelled)

60. (Previously Presented) The method of claim 57, further comprising:

identifying keywords and meanings associated with the first semantic sub-space; and

providing the keywords and meanings to a user.

61. (Previously Presented) The method of claim 57, further comprising:

receiving an indication of a meaning to associate with each advertisement from an

advertiser associated with each advertisement;

receiving a cost-per-impression amount associated with the meaning from the advertiser;

and

charging each advertiser the cost-per-impression amount associated with the meaning if

the advertisement is provided in response to an input term.

62. (Previously Presented) The method of claim of claim 61, further comprising:

modifying the cost-per-impression amount associated with the meaning for the

advertisement based on the semantic distance between a location in semantic space of the

meaning and the input term.

63. (Previously Presented) The method of claim 62, wherein the semantic distance is inversely

proportional to the cost-per-impression amount.

64. (Currently Amended) A system, comprising:

one or more computers; and

a storage device coupled to the one or more computers having instructions stored thereon

which, when executed by the one or more computers, cause the one or more computers to

perform operations comprising:

organizing advertisements according to their meaning into a lexicon, the lexicon defining elements of a semantic space and represented by a network of interconnected meanings;

receiving an input term;

identifying a first point in the semantic space associated with the input term based on an interpretation of potential meanings of the input term;

determining a first semantic sub-space that includes all of the elements of the semantic space within a predetermined radius of the first point;

identifying, in the first semantic sub-space, an advertisement proximate in semantic distance to the ~~search~~ input term, wherein the semantic distance identifies how closely related the advertisement is to the ~~search~~ input term; and

providing the advertisement in response to the ~~search~~ input term.

65. (Currently Amended) The system of claim 64, wherein the operations further comprise:

receiving an indication of a particular meaning;

identifying a second point in the semantic space associated with particular meaning;

determining a second semantic sub-space that includes all of the elements of the semantic space within the predetermined radius of the second point;

identifying one or more advertisements in the second semantic sub-space; and

providing the one or more advertisements in response to the ~~search~~ input term.

66. (Cancelled)

67. (Previously Presented) The system of claim 64, wherein the operations further comprise:

identifying keywords and meanings associated with the first semantic sub-space; and

providing the keywords and meanings to a user.

68. (Previously Presented) The system of claim 64, wherein the operations further comprise:

receiving an indication of a meaning to associate with each advertisement from an advertiser associated with each advertisement;

receiving a cost-per-impression amount associated with the meaning from the advertiser;

and

charging each advertiser the cost-per-impression amount associated with the meaning if the advertisement is provided in response to an input term.

69. (Previously Presented) The system of claim of claim 68, wherein the operations further comprise:

modifying the cost-per-impression amount associated with the meaning for the advertisement based on the semantic distance between a location in semantic space of the meaning and the input term.

70. (Previously Presented) The system of claim 69, wherein the semantic distance is inversely proportional to the cost-per-impression amount.